



Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name

Marinette / Oconto County Childhood Wellness Partnership

Contact Information

Main Contact Person Hope Kersten
Title of Main Contact Oconto County WIC Coordinator
Agency Affiliation of Contact Oconto County Health and Human Services
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Program Information

Type of Program Coalition
Year Coalition was Formed 2003
Primary program focus Both Physical Activity & Nutrition
Region Northeastern
County Oconto and Marinette
Coalition Web Site Address www.uwex.edu/ces/cty/marinette/family_living/coalition/index.htm

Program Information

Represented Groups on Coalition Health Care Health Dept UW-EX WIC	Represented Professions on Coalition Dietitian Educator Nurse
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

Nutrition and Physical Activity Training for Childcare Providers

Intervention Information

Type of Intervention:	Physical Activity & Nutrition Event
Focus Area:	General Physical Activity & Nutrition
Intervention Site or Setting:	Community
Scope of Intervention:	Individual sites
Target Audience:	All races, genders and ages
Total Population in Area Served:	80,141
Number of Participants:	50
Implementation Status:	One-time training

Partners:	UW-Extension Family Living Agents
Unique Funding:	Received a grant from the Division of Public Health, Diabetes Program from the NE Regional office specifically for this training
Evaluation:	Units Provided – One-time service data Impact on Knowledge – One-time survey
Evidence-Based or Best Practice based on	

Products Developed or Materials Used:

Team Nutrition Information - Nibbles for Health UW-Extension developed Nutrition Materials Produce for Better Health Foundation CD's Ellyn Satter Information Team Nutrition Iowa - developed cards for healthy snacks and physical activity based on their information to give to local childcare providers UWEX of Oconto County developed Power Point presentation on Childhood Obesity

Intervention Description:

Evening training (2 hours) for local childcare providers. One training will be done in Oconto and one in Marinette. Prior to developing the training, a survey was sent to all licensed providers in Marinette and Oconto counties to assess their learning needs. The training will focus on nutrition and physical activity. A short power point on childhood obesity will be given. They will be given ideas of physical activities that can be done w/ their kids. We will also have a presentation on picky eaters (this was decided based on survey information received) and best practices for nutrition and physical activity for daycares.

A Wisconsin Nutrition and Physical Activity Intervention



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Intervention Name

Radio PSA's about nutrition and physical activity

Intervention Information

Type of Intervention: Physical Activity & Nutrition Event
Focus Area: General Physical Activity & Nutrition
Intervention Site or Setting: Community
Scope of Intervention: Regional
Target Audience: All races, genders and ages
Total Population in Area Served: 80,141
Number of Participants: Anyone who listens to selected Marinette and Oconto County radio stations
Implementation Status: 8 Weeks in fall of 2004

Partners:
Unique Funding:
Evaluation: None
Evidence-Based or Best Practice based on

Products Developed or Materials Used:

4 public service announcements with the following topics: 1. Limiting TV and other sedentary activities and other alternate activities to offer 2. Nutritious snacks 3. Family Fun 4. Food Guide Pyramid and Dietary Guidelines for Americans The PSA's were developed and read by WIC Dietitians, Public Health Nurses and UWEX staff.

Intervention Description:

Four public service announcements were developed by the coalition. They ran 5 times a day, 7 days a week for 8 weeks on 1 Oconto and 2 Marinette radio stations.

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